



Press release: Get your hearing checked on WHO International Ear Care Day

Eyes checked! Teeth checked! What about your hearing?

March 3 is WHO's International Ear Care Day.

On the International Ear Care Day March 3, the World Health Organization works with numerous stakeholders to raise awareness of hearing loss and to promote prevention of hearing loss.

To mark the day in Europe, three organizations (EFHOH, the European Federation of Hard of Hearing People, AEA, the European Association of Hearing Aid Professionals, and EHIMA, the European Hearing Instrument Manufacturers Association) have joined forces to launch a pan-European awareness campaign.

The campaign will offer free hearing tests to everyone who signs up in connection with the International Ear Care Day at the participating hearing aid professionals in Europe.

WHO: Get regular hearing check-ups

WHO note in their campaign material that “millions of teenagers and young adults are at risk of developing hearing loss due to the unsafe use of personal audio devices such as smartphones and MP3 players and exposure to damaging levels of sound at noisy entertainment venues...” and they urge people to get regular hearing check-ups.

AEA president Mark Laureyns states: “We are delighted to join forces with WHO on this important issue, and we are very excited about this pan-European campaign which is the first of its kind. Far too many people know far too little about hearing loss and its consequences. The International Ear Care Day is a unique opportunity to get people alerted to making listening safe – and to get regular hearing checks.”

Campaign materials for professionals

In the week prior to March 3, Hearing aid professionals will be offered campaign materials for free download, with one common message: Eyes checked! Teeth checked! What about your hearing? Interested professionals can download the campaign materials from www.aea-audio.org

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